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Jill McNair

The Center for Information and Study on Clinical Research Participation, USA

Medical heroes science museum initiative: An innovative approach to patient education

There is a critical unmet need to raise public and patient awareness about the importance of clinical research participation. Studies show that public awareness and knowledge about clinical research is poor, particularly among children and young adults — our future study volunteers. CISCRP, a 14-year-old non-profit organization dedicated to educating patients and the public, has been developing a science museum exhibit custom tailored to raise clinical research literacy among this special community. Science museums receive more foot traffic each year than do sporting events and theme park attractions combined. And museums are widely regarded as one of the most effective ways to educate children and their families. This session explores CISCRP's science museum exhibit concepts-in-development, their rationale, as well as a national roll-out plan.

Biography

Jill McNair has worked in the non-profit sector for over 20 years. She is the Senior Director, Patient Engagement at The Center for Information and Study on Clinical Research Participation (CISCRP). In this role, she oversees a team dedicated to helping sponsor companies provide lay language summaries to study volunteers. She also manages the planning, creation, and execution of CISCRP education and outreach programs; development and fundraising; marketing and public relations; and business development. She is passionate about providing education to the public so they can make an informed decision as to whether clinical research is right for them. Working at CISCRP affords her the opportunity to engage patients in the continuum of the clinical research process; whether it's providing education when they are in a physician's office or receiving a lay summary after they have given the gift of participation by participating in a study.

jillmcnair@ciscrp.org

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